

# Three Quarters of Child Internet-Users in Young Families On the Internet By Age Seven

*Seven in Ten (69%) Parents Believe It's Important for Children to be Tech-Savvy From a Young Age*

Public Release Date: Tuesday, September 22, 2009, 9:00 AM EDT, 2009



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## Three Quarters of Child Internet-Users in Young Families On the Internet By Age Seven

### *Seven in Ten (69%) Parents Believe It's Important for Children to be Tech-Savvy From a Young Age*

**Toronto, ON** - Three quarters (75%) of Canadian children in young families who use the Internet were on the Net by the age of seven, according to a new Ipsos Reid poll conducted on behalf of TELUS. An additional two in ten (20%) child Internet-users were online by the age of 10, while just 5% were older than 10 when they started using the Internet.

It appears that encouragement is forthcoming from most parents, with seven in ten (69%) 'agreeing' (18% strongly/51% somewhat) that 'it is important for children to be tech-savvy from a young age'. Just one in ten (9%) 'disagree' (3% strongly/6% somewhat) with this position, while two in ten (21%) are indifferent. Further, a majority (54%) of parents with teens 'agree' (8% strongly) that 'Internet browsing encourages independent learning among children and teens', while just one in ten (10%) 'disagree' (2% strongly).

While, overall, one in three (33%) parents believes that limiting their children's use of technology will hold their child back, dads (44%) are much more inclined than moms (24%) to believe that this is the case. Still, most (68%) parents limit the amount of time their children are allowed to spend on the Internet, particularly among those with younger children (82%) in the household. Among those that do, most limit their children's time to 5 or less hours a week (74%), but some allow up to 10 hours (23%) a week or more (4%).

In fact, the older a child gets, the less likely there are to be restrictions on how much time they're allowed to spend online. Perhaps this is because six in ten (59%) teens 'agree' (23% strongly/36% somewhat) that they 'cannot live without access to the internet'.

Reflecting on technology and its role in the family, Canadians say that technology not only helps their family stay organized but that it helps to improve relationships. Most (83%) of the 36% Canadians who 'strongly agree' that technology helps keep their family organized also say that the Internet has improved their connection with family and friends. One in three (35%) Canadians say that technology has made their family feel closer together. Conversely, just 7% say the opposite. Similarly, two in three (66%) 'agree' (12% strongly/54% somewhat) that technology helps them stay connected to friends and family.

Furthermore, a majority (57%) of those with a PVR 'agree' (20% strongly) that their PVR helps them 'spend quality time with their family because they can watch their favourite shows when they all have time together'.

Despite the proliferation of instant messaging, texting, and other social networking sites, the telephone is the most common way for families to stay connected with each other. In fact, when it comes to staying connected with one's immediate family, most Canadians say that they use the phone (42% landline/18% cellphone) to do so, which is considerably higher than face-to-face (18%), email (7%), texting (4%), social networking (4%) or instant messaging (3%).

Moreover, eight in ten (82%) parents of the 31% of children with cellphones say that one of the reasons their child has a cellphone is so that they can stay in contact with their child when they're not around, and for peace of mind (54%).



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*These are some of the findings of an Ipsos Reid poll conducted between July 23 and July 28, 2009, on behalf of TELUS. For this survey, a national sample of 4466 individuals aged 13 and older from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-1.5 percentage points 19 times out of 20 of what the results would have been had the entire adult population been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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